

SOUTH MAIN REVITALIZATION STRATEGY PRIORITY ACTION TASKS						
LEGEND		SSA: Special Service Area BID: Business Improvement District TIF: Tax Increment Financing	SRTS: Safe Routes to School ITCP: Illinois Tomorrow Corridor Planning ITEP: Illinois Transportation Enhancement	OSLAD: Open Space + Land Acquis. Dev. CDBG: Community Develop. Block Grant CLG: Certified Local Government Program	▲ High ◆ Medium ▼ Low	\$\$\$ > \$500,000 \$\$ \$100,000 - \$500,000 \$ < \$100,000
INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	IMPLEMENTATION TOOLS/ FUNDING SOURCES	ACTIONS/KEY TASKS	COST LEVEL	GENERAL TIMELINE
Identify and Pursue Grants/ Funding Sources for all priority action plans and initiatives	▲	<ul style="list-style-type: none">City Planning StaffCity Engineering/CIP StaffRMAPLocal Community Organizations	<ul style="list-style-type: none">City Funds	<ul style="list-style-type: none">Compile list of potential sources and due datesIdentify requirements for each submissionIdentify responsible groups/parties for preparing the submission	\$	0-1 year Ongoing
Apply for the Neighborhood Revitalization Strategy Area (NRSA) program	▲	<ul style="list-style-type: none">City Neighborhood Development StaffCity Planning Staff	<ul style="list-style-type: none">City Funds	<ul style="list-style-type: none">Define geographic area to submit for NRSACollect needed demographic criteriaDefine goals and opportunities for economic development	\$	0-1 year
Create South Main Partnership Organization	▲	<ul style="list-style-type: none">City Planning StaffCommunity/Neighborhood GroupsBusiness/Property Owners/Chamber	<ul style="list-style-type: none">City Funds + Private Sector (start-up)SSA/BID (operations)Private Sector Contributions	<ul style="list-style-type: none">Commission organizational and financing planIncorporate organization + secure initial financingBegin discussions with SWIFTT, RAMBA, Pilgrim's Promise, City Main Street director, other local organizations/groups	\$	0-1 year
South Main Corridor Zoning Code Amendments & Comprehensive Plan Update	▲	<ul style="list-style-type: none">City Planning + Zoning StaffZoning Board of AppealsCity CouncilPlanning Consultant	<ul style="list-style-type: none">City FundsITEP GrantTIFITCP Grant	<ul style="list-style-type: none">Redefine zoning district(s) based on preferred plan directionAmend standards for heights, parking, densities, shown in Revitalization StrategyUpdate South Main Corridor maps and policies within City Comprehensive Plan	\$	0-1 year
Develop South Main Business Attraction/Retention Program	▲	<ul style="list-style-type: none">South Main PartnershipCity Planning StaffBusiness/Property OwnersRAEDC • RLDC	<ul style="list-style-type: none">City FundsSSABID	<ul style="list-style-type: none">Organize approach/inventory/visit businessesUndertake proactive retention and attraction activitiesMonitor/manage activities	\$\$	3-5 years Ongoing
Develop South Main District Design Guidelines based on new streetscape and building improvement recommendations	▲	<ul style="list-style-type: none">City Planning StaffCivic Design Advisory GroupDesign Consultants (if needed)	<ul style="list-style-type: none">City FundsTIFSSABID	<ul style="list-style-type: none">Develop detailed building, site, public realm, landscape standardsCoordinate with citywide design efforts	\$\$	0-2 years
Develop South Main Branding and Marketing Program	▲	<ul style="list-style-type: none">City Planning StaffBranding/Marketing ConsultantsMerchantsSouth Main PartnershipChamber of Commerce	<ul style="list-style-type: none">City FundsChamber of CommerceMerchants/Prop. OwnersCorporate SponsorshipSSA • BID	<ul style="list-style-type: none">Secure funding sources and consultantDefine brand, events and promotionsDevelop phased approach to brand implementation	\$	0-2 years
Coordinate and Implement Redevelopment Opportunities within Yearly Capital Improvement Program	◆	<ul style="list-style-type: none">City Planning StaffCity Engineering/CIP StaffCity Council	<ul style="list-style-type: none">City Funds	<ul style="list-style-type: none">Establish priorities based on Revitalization Strategy PlanCreate budget estimates for priority public projects	\$	0-1 year Ongoing
Adopt a Complete Streets Policy and associated guidelines	◆	<ul style="list-style-type: none">City Planning StaffCity Engineering/CIP StaffRMAPRMTD	<ul style="list-style-type: none">City Funds	<ul style="list-style-type: none">Develop policy, standards and coordinate with transportation agenciesCoordinate with citywide transportation and design efforts	\$	0-1 year

SOUTH MAIN REVITALIZATION STRATEGY CATALYTIC PROJECTS - CHART 1						
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INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	IMPLEMENTATION TOOLS/ FUNDING SOURCES	ACTIONS/KEY TASKS	COST LEVEL	GENERAL TIMELINE
SOUTH MAIN ROADWAY PLANNING AND RECONSTRUCTION	▲ IN PROGRESS	<ul style="list-style-type: none">City Engineering/CIP StaffIDOTCity Economic Develop. StaffEngineering ConsultantsRMTD	N/A	<ul style="list-style-type: none">Continue coordination with IDOT/engineersWork with existing businesses to ease relocationDevelop streetscape construction mitigation program with merchantsContinue community outreach and updates	\$\$\$	0-1 year Ongoing until construction is complete
MORGAN STREET BRIDGE RECONSTRUCTION	▲ IN PROGRESS	<ul style="list-style-type: none">City Engineering/CIP StaffIDOTCity Economic Develop. StaffEngineering Consultants	N/A	<ul style="list-style-type: none">Continue coordination with IDOT/engineersWork with existing businesses to ease relocationMaintain relationships with businesses during constructionContinue community outreach and updates	\$\$\$	0-1 year Ongoing until construction is complete
SOUTH MAIN STREETScape ENHANCEMENTS	▲ IN PROGRESS	<ul style="list-style-type: none">City Engineering/CIP StaffCDAGDesign/Engineering ConsultantsRMAPRMTD	N/A	<ul style="list-style-type: none">Design and detail new planBudget estimates and permittingBid solicitation and construction coordination	\$\$	0-2 years
BARBER-COLMAN ADAPTIVE USE MASTER PLAN	▲ IN PROGRESS	<ul style="list-style-type: none">City Planning StaffDeveloper TeamCity Economic Develop. StaffCity CouncilDesign Consultants	<ul style="list-style-type: none">City FundsHistoric Preservation Tax CreditsTIFCDBG/CDBG-RPrivate Funds	<ul style="list-style-type: none">Conduct adaptive use feasibility studyIdentify/secure project financingDesign and detail master planMarket/recruit potential master developer/tenants	\$\$\$	0-2 years
VILLAGE MARKET	▲	<ul style="list-style-type: none">South Main PartnershipLocal LeadersBusiness ownersCommunity Stakeholders	<ul style="list-style-type: none">Corporate SponsorGeneral Revenue BondsPrivate FinancingCommunity-based FinancingSSA • BID • TIF	<ul style="list-style-type: none">Establish short-term locationCreate marketing and promotion strategyAcquire City approvals and permitsCreate a long-term plan	\$\$	0-2 years Ongoing
BIKE PATH LINKAGES	▲	<ul style="list-style-type: none">City Engineering/CIP StaffRiverfront Property OwnersEngineering/Design ConsultantRMAP	<ul style="list-style-type: none">City FundsTIFOSLAD/LWCFGeneral Revenue BondsITEP • SRTS	<ul style="list-style-type: none">Negotiate property/easement agreementsDetermine revenue sharing scenarios/agreementsFinalize building plans/permitsConstruction management	\$\$\$	0-2 years Ongoing
TRADITIONAL NEIGHBORHOOD CORE VACANT FRONTAGE REDEVELOPMENT	▲	<ul style="list-style-type: none">City Planning/Engineering StaffCity Economic Develop. StaffDeveloperDesign ConsultantsRockford Local Develop. Corp.	<ul style="list-style-type: none">City FundsTIFGeneral Revenue BondsPrivate Funds	<ul style="list-style-type: none">Market conceptual plan to developersNegotiate property/development agreementsDevelop and market new retailSecure building permitsConstruction design and management coordination	\$\$\$	0-2 years
FACADE IMPROVEMENTS IN TRADITIONAL NEIGHBORHOOD CORE	▲	<ul style="list-style-type: none">Property/Building OwnersCity StaffSouth Main Partnership	<ul style="list-style-type: none">City Facade Improvement FundsSSABIDTIF	<ul style="list-style-type: none">Market facade improvement programIdentify local building candidates and interested property ownersMonitor/manage facade improvement program	\$	0-2 years
DISTRICT/CORRIDOR WAYFINDING/ SIGNAGE + BANNER PROGRAM	▲	<ul style="list-style-type: none">City Planning StaffSouth Main PartnershipCDAGCommunity StakeholdersDesign Consultants	<ul style="list-style-type: none">City FundsTIFITEPGeneral Revenue BondsSSA • BID	<ul style="list-style-type: none">Finalize conceptual designs and district wayfinding planDetermine phased approach to implementing signage programCoordinate with South Main streetscape enhancements	\$\$	0-2 years Ongoing

SOUTH MAIN REVITALIZATION STRATEGY
CATALYTIC PROJECTS - CHART 2

LEGEND

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INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	IMPLEMENTATION TOOLS/FUNDING SOURCES	ACTIONS/KEY TASKS	COST LEVEL	GENERAL TIMELINE
EVALUATE NATIONAL REGISTER HISTORIC DISTRICT NOMINATION	◆	<ul style="list-style-type: none">City Planning StaffPlanning/Arch. ConsultantSouth Main PartnershipIllinois Historic Pres. Agency	<ul style="list-style-type: none">City FundsSSABIDTIFCLG Program	<ul style="list-style-type: none">Draft letter of determination + forward to IHPAPerform updated historic resources inventoryPrepare National Register nomination	\$	0-2 years
EXPLORE EXISTING BUILDINGS FOR AVAILABLE SPACE FOR POTENTIAL ADAPTIVE USE AND BUSINESS LOCATION/RELOCATION	◆	<ul style="list-style-type: none">City Economic Development StaffCity Planning/Land Use StaffSouth Main Partnership	<ul style="list-style-type: none">City FundsCDBG	<ul style="list-style-type: none">Conduct a business/commercial inventory/surveyAssess available building space condition and sizeMap available spacesPromote and coordinate with existing or start-up businesses	\$	0-2 years Ongoing
DAVIS PARK EXPANSION	◆	<ul style="list-style-type: none">City Park DistrictRAVERRDPDesign Consultant	<ul style="list-style-type: none">City FundsITEP GrantTIFOSLAD/LWCF	<ul style="list-style-type: none">Demolish Tapco/realign Wyman St. + clear siteDevelop updated Davis Park Master PlanCreate a timeline for improvementsConstruction design and management coordination	\$\$\$	3-5 years
RIVERFRONT PARK (BETWEEN ISLAND AND ILLINOIS)	◆	<ul style="list-style-type: none">City Engineering/CIP StaffIDOTDesign/Engineering ConsultantRMAP	<ul style="list-style-type: none">ITEP GrantIDOTOSLAD/LWCFTIFCity Funds	<ul style="list-style-type: none">Design and detail park master planBudget estimates and permittingBid solicitation and construction coordinationCoordinate with bike path linkages and Morgan St. bridge reconstruction	\$\$\$	0-2 years (demo) 3-5 years (planning + implementation)
DEMOLITION OF SUBSTANDARD BUILDINGS/STRUCTURES	◆	<ul style="list-style-type: none">City Neighborhood Devel. StaffCity Econ. Development Staff	<ul style="list-style-type: none">CDBGTIF	<ul style="list-style-type: none">Determine list of potential propertiesBudget appropriately on an annual basisAcquire or put in process fast track demos	\$\$\$	0-3 years Ongoing
HARRISON AVENUE BRIDGE DECK REPLACEMENT	◆	<ul style="list-style-type: none">City Engineering/CIP StaffDesign/Engineering Consultant	<ul style="list-style-type: none">City FundsTIF	<ul style="list-style-type: none">Design and detail bridge structureBudget estimates and permittingBid solicitation and construction coordinationConstruction management coordination	\$\$\$	0-5 years
DEVELOP FUTURE AMTRAK STATION AREA AS REGIONAL TRANSPORTATION CENTER	◆	<ul style="list-style-type: none">City Engineering/Planning StaffAmtrakRMAPRMTDEngineering/Design Consultant	<ul style="list-style-type: none">City FundsPrivate FundingTIFTIGER III Grant	<ul style="list-style-type: none">Coordinate train, bus and park-and-ride needsFinalize station layout and site designCreate a timeline for improvements	\$\$\$	3-5 years
DOWNTOWN RIVERFRONT TRANSITION TARGET AREA DEVELOPMENT	◆	<ul style="list-style-type: none">City Planning/Econ. Development StaffRailroad Property OwnersPrivate DevelopersRMAPAmtrak	<ul style="list-style-type: none">City FundsPrivate FundingTIFTIGER III Grant	<ul style="list-style-type: none">Complete railroad consolidationConduct Environmental AssessmentClear site/undergo environmental cleanupNegotiate offers and/or public/private partnershipCreate RFP/developer recruitment strategy	\$\$\$	5-15 years
INTERCHANGE TARGET AREA DEVELOPMENT	◆	<ul style="list-style-type: none">City Planning/Econ. Development StaffWinnebago CountyRAEDCPrivate Developer	<ul style="list-style-type: none">City FundsPrivate FundingTIF	<ul style="list-style-type: none">Market conceptual plan to developersNegotiate property/development agreementsDevelop and market new commercial developmentSecure building permitsConstruction design and management coordination	\$\$\$	5-15 years

SOUTH MAIN REVITALIZATION STRATEGY
CATALYTIC PROJECTS - CHART 3

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INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	IMPLEMENTATION TOOLS/FUNDING SOURCES	ACTIONS/KEY TASKS	COST LEVEL	GENERAL TIMELINE
MAIN AND MARCHESANO TARGET AREA IMPROVEMENTS AND DEVELOPMENT	◆	<div><div>• City Planning/Econ. Development Staff</div><div>• South Main Partnership</div><div>• Private Developers</div></div>	<div><div>• City Funds</div><div>• Private Funding</div><div>• Facade Improvement Funds</div><div>• TIF</div><div>• SSA</div></div> <div><div>• BID</div></div>	<div><div>• Market conceptual plan to developers</div><div>• Negotiate property/development agreements</div><div>• Develop and market new commercial development</div><div>• Secure building permits</div><div>• Construction design and management coordination</div></div>	\$\$\$	2-15 years
RIVERFRONT PARK (SOUTH OF MORGAN STREET BRIDGE)	◆	<div><div>• City Park District</div><div>• Local Leaders</div><div>• Design Consultants</div><div>• RMAP</div></div>	<div><div>• City Funds</div><div>• TIF</div><div>• ITEP</div><div>• OSLAD/LWCF</div></div>	<div><div>• Design and detail park master plan</div><div>• Budget estimates and permitting</div><div>• Bid solicitation and construction coordination</div><div>• Coordinate with bike path linkages and Morgan St. bridge reconstruction</div></div>	\$\$\$	5-10 years
TRANSITION SCATTERED COMMERCIAL PROPERTIES WITHIN URBAN TRANSITION SUB-AREA TO RESIDENTIAL LAND USE ALONG SOUTH MAIN STREET	◆	<div><div>• City Planning Staff</div><div>• Local Leaders</div></div>	<div><div>• City Funds</div><div>• TIF</div><div>• Illinois EPA Grants</div></div>	<div><div>• Inventory/map scattered commercial properties along South Main Street</div><div>• Develop an acquisition strategy for properties</div><div>• Conduct Environmental Assessment of properties</div><div>• Rezone land use/transition to residential</div></div>	\$\$\$	0-20 years
HARRISON SOUTH MAIN INTERSECTION DEVELOPMENT	▼	<div><div>• City Planning/Econ. Development Staff</div><div>• South Main Partnership</div><div>• Private Developers</div><div>• Winnebago County</div></div>	<div><div>• City Funds</div><div>• Private Funding</div><div>• TIF</div></div>	<div><div>• Market conceptual plan to developers</div><div>• Negotiate property/development agreements</div><div>• Develop and market new commercial development</div><div>• Secure building permits</div><div>• Construction design and management coordination</div></div>	\$\$\$	2-20 years
SOUTH MAIN CORRIDOR MASTER PLAN UPDATE & EVALUATION	▼	<div><div>• City Planning/Zoning Staff</div><div>• Planning Consultant</div><div>• RMAP</div></div>	<div><div>• City Funds</div><div>• ITEP Grant</div><div>• TIF</div><div>• SSA</div><div>• BID</div></div> <div><div>• ITCP Grant</div></div>	<div><div>• Evaluate/update goals</div><div>• Revisit Plan in context of market conditions and new development that has occurred</div></div>	\$	5-10-15-20 years (5 year increments)